

# 2012 Economic Census

## *Facts for Local Businesses*

The Economic Census is the U.S. Government's official five-year measure of American business and the economy. It is conducted by the U.S. Census Bureau, and response is required by law. Published data cover more than 1,000 industries at the national and local level, 15,000 products and services, every state, every county, 10,000 cities and towns, Puerto Rico and the U.S. Island Areas. As part of the U.S. Census Bureau's mission to measure America's economy, this Economic Census covers the year ending December 2012.

### Economic Census Facts:

- More than 4 million employer businesses will receive Economic Census forms between October and December, 2012.
- Response is required by law. Responses are confidential. (Title 13, U.S. Code)
- Companies will receive industry forms tailored to their size and primary business activity.
- Businesses can report electronically. For the first time, small businesses will have a web form to complete online.
- Businesses will find answers to most questions at [econhelp.census.gov](http://econhelp.census.gov) starting in Fall 2012.

### Why an Economic Census?

- Federal agencies rely on Economic Census data as the basis for key measures of economic activity, such as Gross Domestic Product (GDP) and monthly retail sales.
- State and local agencies use the data for economic development and regional planning.
- Trade and business associations and chambers of commerce use Economic Census data to report key business facts and for economic development and business decisions.
- Businesses use Economic Census data to support business decisions and planning, such as identifying potential markets for growth, starting a new business, evaluating location and investment decisions, and applying for a loan.

### More...

Visit [business.census.gov](http://business.census.gov) for more information, examples of how the data are used, and industry and local area business profiles.

### Questions?

[econ@census.gov](mailto:econ@census.gov) | phone 301.763.2547 | 877-790-1876

YOUR  
RESPONSE  
MAKES A  
DIFFERENCE  
FOR YOUR  
LOCAL BUSINESSES



### 2012 Economic Census

#### Key Dates

##### Spring-Summer 2012

Awareness campaign: "This is the Economic Census Year."

##### Fall 2012

Awareness campaign: "Watch for your Economic Census form."

##### December 2012

Forms mailed to most companies.  
Awareness campaign: "Fill out your Economic Census form."

Due Date  
Feb 12, 2013

##### December 2013

First data published.